

# PRINCIPLES OF VISUAL DESIGN



## CONTRAST

- detectable differences along visual dimensions like value, hue, shape, position, orientation or size
- visual variables are used to communicate by encoding data and drawing distinctions between visual elements
- ensure that visual variables properties match communication through scale and length as well as selectivity and associativity



## REPETITION



- reusing the same/ similar elements throughout the design
- can bring unity, consistency, and cohesiveness
- good candidates to repeat are colours, palette, typographs, graphic styles
- too much repetition can be a problem

## ALIGNMENT

- helps relate information
- place with purpose
- nothing should be placed in the page arbitrarily
- columns and grids are useful to scan horizontally and give clean and well-organized look



## PROXIMITY



- moving elements closer or farther to achieve more organized look
- physical closeness implies relationship
- group related items together to create a visual unit
- keep space between unrelated items
- beware of unintentional grouping

## SOURCES

- [http://web.mit.edu/6.813/www/sp18/classes/13-graphic-design/#principles\\_of\\_visual\\_design](http://web.mit.edu/6.813/www/sp18/classes/13-graphic-design/#principles_of_visual_design)  
Licensed under CC BY-SA 4.0.
- Images and graphics [www.vecteezy.com](http://www.vecteezy.com)  
Created By Christina Michel CC BY-SA 4.0